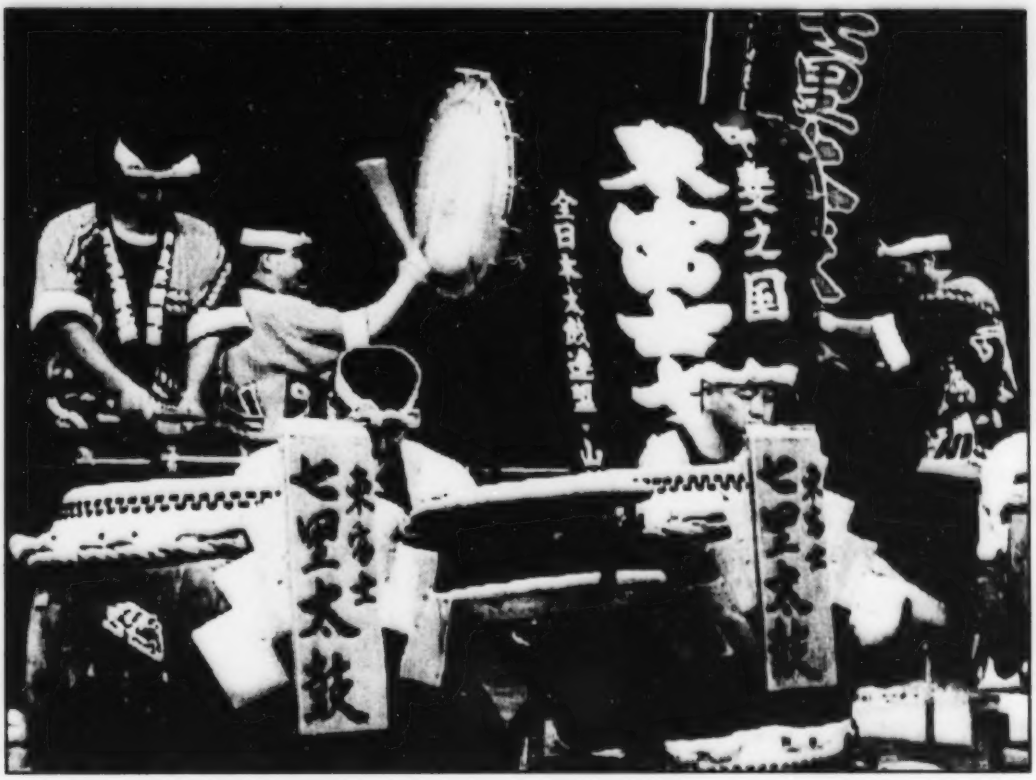
TEAM CANADA MISSION TO JAPAN

SEPTEMBER 11-18, 1999



SUMMARY OF TRADE TEAM YUKON'S PARTICIPATION IN TEAM CANADA

Yukon
Economic Development

Team Canada • Équipe Canada

TRADE TEAM YUKON

February 2000

ISBN 1-55018-950-6

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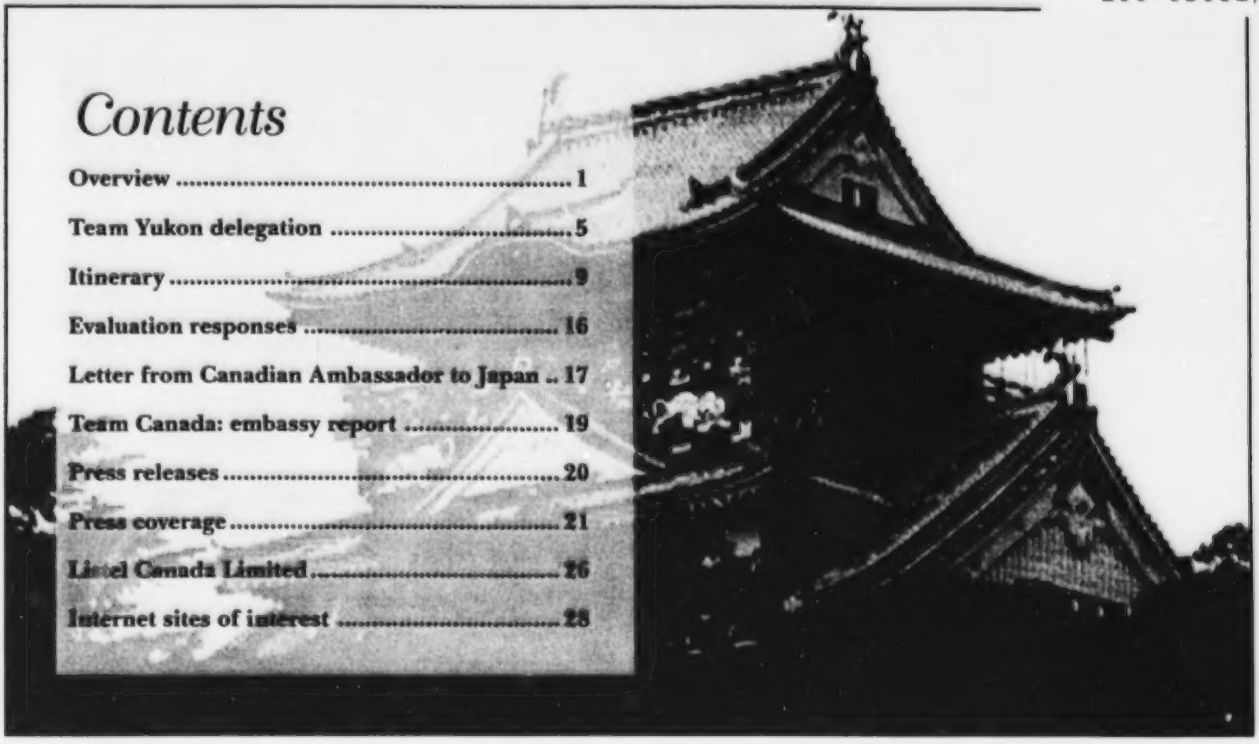


Overview

Government Leader Piers McDonald led a Yukon delegation on the Team Canada Mission to Japan, September 12 to 18, 1999, accompanied by Economic Development Minister Trevor Harding, government officials and representatives of Yukon businesses and organizations.

The Yukon delegation included the Tourism Industry Association of the Yukon, City of Whitehorse, South Yukon Forest Corporation, Energy North Construction Inc., R.L. Resource Management, Yukon College and Northern Native Broadcasting Yukon. Yukon government officials participating on the Mission were from the departments of Economic Development, Tourism, and Yukon Housing Corporation.

Each Team Canada Mission draws business representatives from identified business sectors deemed to hold the greatest promise for new business development with destination countries.

The priority sectors for the Mission to Japan included energy and natural resources; agrifood and food biotechnology; healthcare; information technology and telecommunications; environment; education; and space and aerospace. In addition to promoting the Team Canada priority sectors, Yukon interests included tourism, building technology, road construction and energy technology.

Team Canada is a partnership between business and government that helps Canadians increase global trade.

Trevor Harding, Minister of Economic Development, is shown above signing a memorandum of understanding between the Yukon government and the Forest Corporation of Osaka in recognition of the market potential for quality log homes from the Yukon in the Japanese market. Seen with Trevor Harding are Andrea Neuman, Marketing Manager and Junji Ishida, President of Forest Corporation.

MEMORANDUM OF UNDERSTANDING

between

Forest Corporation of Osaka, Japan

and

Government of Yukon, Canada

September 14, 1999
Osaka, Japan

In recognition of the mutual understanding of the market potential for quality log homes in the Japanese market, both parties agree to formally pursue the opportunity and:

1. Forest Corporation commits to send two representatives to the Yukon at the earliest opportunity not exceeding one year from date of signing to meet with potential suppliers and assess potential products and supply agreements.
2. Yukon Housing Corporation and Government of Yukon agree to host the representatives and facilitate the development of a supply or joint venture agreement if viable.

On behalf of Forest Corporation

Andrea L Neuman

Andrea Neuman, for
Junji Ishida
President

1-9-20 Karasugatsuji,
Tennoji-ku, Osaka
543 JAPAN
Tel (06) 773-4126, Fax (06) 773-6701

On behalf of Government of Yukon
Yukon Housing Corporation

Trevor Harding
Minister of Economic Development

P.O. Box 2703
Whitehorse, Yukon
Y1A 2C6 CANADA
(867) 667-3430, Fax (867) 393-6944

Objectives of the Mission

The Yukon delegation's objectives for attending the Mission were:

- to gain export information and first-hand knowledge about the world's second largest economy; and
- to help Yukon companies identify opportunities to expand their activities and create jobs in the territory.

The Yukon delegation promoted a variety of services and products to business people and officials in Tokyo and Osaka. Delegates participated in a full program of seminars and panel discussions to further their knowledge of local markets and encourage partnerships with Japanese businesses.

Overall Mission Results

The Mission successfully advanced Yukon business opportunities in Yukon tourism and in wood products. Highlights for the Yukon delegation included the signing of a Memorandum of Understanding (MOU) with the Forest Corporation of Osaka and an agreement to host a delegation from Listel Group of Japan, a travel/hotel company, to explore winter tourism opportunities in the Yukon.

The Memorandum of Understanding with the Forest Corporation of Osaka will help Yukon log home builders market their quality products in Japan.

Tourism opportunities

The Yukon government's department of Tourism (Tourism Yukon) is committed to the Japanese market. As a result of the Team Canada Mission and follow-up marketing initiatives, a variety of new opportunities and activities have occurred.

During the Mission, Tourism Yukon established a working relationship with the general managers of Canadian Airlines-Japan and the Canadian Tourism Commission (CTC) in Japan. A representative from the CTC Japanese office attended the Yukon Tourism Summit in November to educate the Yukon's tourism industry about marketing opportunities in Japan.

Tourism Yukon also hosted the autumn visit of Chris Garten, general manager of Canadian Airlines, Japan. This was followed by departmental and private sector attendance at KANATA, a major international tourism trade show in Japan.

Yukon tour operators hosted a Japanese wholesaler Aurora familiarization (fam) tour and a media fam tour in late February. Yukon tour operators provided Japanese translated professional profiles for use as part of media fam tours and for other marketplace activities.

Over the past two years, Canadian companies have successfully entered the Japanese market, especially in sectors such as housing, software, furniture, healthcare, food processing and environmental products.

Promoting Yukon products

Discussions have been initiated on the coordination for Yukon Week (Yukon entertainment and product exposure) as part of Canada Week festivities in Japan in the summers of 2000 and 2001. There have been preliminary discussions with a major Canadian/Japanese hotel and tour operator regarding investment opportunities.

Team Yukon delegates had lots of opportunities to make connections in Japan.

Yukon Housing Corporation will be hosting a delegation from the Forest Corporation of Osaka that is interested in importing Yukon log homes into the Japanese market. The contacts and market information obtained during the Mission has better positioned Yukon Housing Corporation to work with Yukon's housing industry in preparing to enter the Japanese housing market. Yukon Housing Corporation will continue to work with Yukon manufacturers of windows and log homes, to follow-up on business opportunities in Japan.

Promoting knowledge industries

During the Team Canada Mission, the Yukon delegation met Canadian astronaut Julie Payette, who was enthusiastic about re-visiting Whitehorse and Watson Lake. The Yukon government's department of Economic Development will be hosting a visit by Ms. Payette to each of those communities during the summer of 2000 to promote knowledge industries.

Promoting English as a Second Language

Developing a market for English as a Second Language (ESL) program in the Yukon was one of the goals for Yukon College in Japan. This resulted in a collective partnership between the college, the Yukon government and private sector partners.

The partners are working together to create, market and deliver ESL programs. The short-term objective is to offer ESL courses during the summer of 2000, combined with soft-adventure tours, provided by local tour operators. The partners are working on several initiatives including a project with the University of New Brunswick, which runs a highly successful ESL program, to bring 35 students to Yukon College this year. ESL marketing efforts will be expanded in Japan and Taiwan in early March.

The Yukon government's departments of Tourism, Education and the Executive Council Office are working with college, university and private sector partners to develop a broad ESL program. The partners will continue to develop a long-term strategy for attracting more ESL students in conjunction with soft-adventure tours and as full-time college students.

Team Canada follow-up

As a follow-up to the Team Canada Mission, a series of post-Team Canada seminars will be held in selected cities across Canada. The Yukon government's department of Economic Development will host the Team Canada post-Japan seminar in Whitehorse in March 2000.

This seminar will benefit new and experienced exporters to the Japanese market, local industry associations and Team Canada participants. Information presented will range from current Japanese trends to strategies for breaking into this market.

Team Yukon delegation

SOUTH YUKON FOREST CORPORATION

Representative: Alan Kerr

Purpose of participation on Mission: To look at present and future trends of the housing market in Japan and the materials being used in the construction of a Japanese home.

Contacts made: The company met a variety of officials from Japan's housing industry, including the vice-president of the largest home builder in Japan.

Outcomes and follow-up: South Yukon Forest Corporation sees many opportunities for future growth. With completion of its second phase (planned for this year), the corporation will aggressively market quality products into Japan. The corporation anticipates sales of quality Yukon wood products into Japan by 2001.

South Yukon Forest Corporation operates a milling facility in Watson Lake. The company currently produces rough green pine and spruce lumber for re-manufacturing in British Columbia. Although this milling facility was only constructed in the fall of 1998, plans are already underway for an addition which will include a planer mill, dry kilns and a five-megawatt co-generation power plant. Following this expansion, kiln dried and graded lumber will be produced for export from Watson Lake.

Contact:
South Yukon Forest Corporation
Box 14
Watson Lake, Yukon V0A 1C0
Telephone: (250) 766-3066
Operations: (867) 536-7730

ENERGY NORTH CONSTRUCTION INC.

Representative: Bruce Patnode

Purpose of participation on Mission: To identify a potential market for its energy efficient products; to research Japanese building codes and standards; and to network with Japanese and other Canadian participants.

Contacts made: The company met with the Japanese External Trade Organization (JETRO); Canadian Mortgage and Housing Corporation (CMHC), external trade division; Canadian Embassy trade consuls and other agencies that can help introduce products to the Japanese market.

Outcomes and follow-up: Energy North's goal to identify a potential market for its product was achieved. There are significant opportunities for the company's products in Japan. However, many factors must be considered before entry into this market is possible. These factors include Japanese standards and codes, language barrier, cultural differences, proximity to market, import duties and tariff and the identification of reliable agents to handle the products.

Energy North Construction Inc., a Yukon-based company, focuses its efforts on providing environmentally safe and energy-efficient products. The company's products and services encompass the polyurethane insulation, protective coatings and fireproofing industries. Energy North is continually researching and testing new products that may enhance energy efficiency in northern climates. Energy North is also targeting micro-hydro and other energy sources that are environmentally friendly.

Contact:
Energy North Construction Inc.
58 Alsek
Whitehorse, Yukon Y1A 3K4
Telephone: (867) 667-7414

"The Team Canada Trade Mission was a positive experience. Energy North has learned how to enter the Japanese market and has gained some valuable contacts who can assist the company when it is ready to proceed. The presence of the Prime Minister and provincial and territorial leaders helped to elevate the stature of participating businesses on the Mission which is important with Japanese companies. Japan represents an important market in which our company probably will compete in the near future."

– Bruce Patnode,
Energy North Construction Inc.

R.L. RESOURCE MANAGEMENT

Contact:
R.L. Resource Management
105 Granite Road
Whitehorse, Yukon Y1A 2V8
Telephone: (867) 668-4114

Representative: Rachael Lewis

Purpose of participation on Mission: To develop international trade opportunities and develop Canadian business contacts.

Contacts made: Contacts were made with international environmental firms, educational institutions (universities and colleges) and government agencies.

Outcomes and follow-up: Currently in the discussion and planning phases for a joint (Canada/Japan) initiative relating to the Kyoto Protocol Agreement and emissions trading opportunities.

R.L. Resource Management provides project development and facilitation services for communities, governments and private agencies. The company's projects include reclamation of mine and highway construction sites, waterfront development initiatives, commercial business centre developments as well as housing and rural road developments for remote circumpolar communities.

NORTHERN NATIVE BROADCASTING YUKON (NNBY)

Contact:
Northern Native Broadcasting, Yukon
4230 A Fourth Avenue
Whitehorse, Yukon Y1A 1K1
Telephone: (867) 668-6629

Representative: Barry Zellen

Purpose of participation on Mission: To market Nedaa for exports to Japan; to establish contacts in the Japanese TV broadcasting industry; and to pursue co-production opportunities.

Contacts made: MBS Television, Osaka; Kansai Television, Osaka; Fuji Television, Tokyo; and NHK Television, Tokyo.

Outcomes and follow-up: Fuji TV expressed interest in stock footage purchases, primarily wildlife and outdoor imagery as well as Yukon extreme scenes. NHK inquired about Nedaa documentaries and future co-production opportunities. MBS expressed interest in Yukon extreme scenes. Future follow-up activities include:

- ongoing liaison to further develop the contacts made on this trip;
- direct discussion of future co-production ideas; and
- program exchange, stock footage, sales and delivery of more demo products.

Northern Native Broadcasting Yukon is a publicly owned Aboriginal broadcasting company, specializing in the production of commercial and industrial videos and documentary television series profiling northern First Nations' culture, heritage, wildlife and environment.

TOURISM INDUSTRY ASSOCIATION OF THE YUKON (TIA YUKON)

Contact:
Tourism Industry Association
of the Yukon
1109 First Avenue
Whitehorse, Yukon Y1A 5G4
Telephone: (867) 668-3331

Representative: Christopher Perry

Purpose of participation on Mission: To make contact with Japanese tour and travel wholesalers; to learn about Japanese outbound travel and the potential interest of Japanese travellers to the Yukon as a vacation destination.

Contacts made: Contacts were made with the Canadian Tourism Commission; Canadian Airlines; hotel owners; Canadian Embassy; federal and provincial government officials; and over 30 representatives of Japanese travel companies and tour organizers.

Outcomes and follow-up: Learned that the Japanese tour and travel wholesalers have a keen interest in the Yukon. Met with the Listel Group of Japan, a travel and hotel company, to explore winter tourism opportunities in the Yukon. As a result of these meetings, the Listel Group visited Whitehorse in September and is planning to promote the Yukon as a winter destination for one of its tour groups this year. TIA Yukon representatives participated in a meeting in Whitehorse with the General Manager of Canadian Airlines, Japan. TIA Yukon will continue to maintain links with Japanese wholesalers and participate in future Japanese familiarization tours.

The Tourism Industry Association of the Yukon has a mandate to influence, promote and assist the development of tourism in the Yukon. With a membership of close to 300 businesses and tourism based non-profit organizations, TIA Yukon voices the private sector perspective on tourism. TIA Yukon works closely with the Yukon government to develop the tourism industry, to assist in expanding export and trade opportunities and to maintain sustainable land use management practices.

"Team Canada Missions are highly recommended for building relationships with foreign businesses. It places you in a very positive light with potential customers. Partnerships with industry work great and project a unified message to the customer."

– Christopher Perry,
Tourism Industry
Association of the Yukon

YUKON COLLEGE

Contact:
Yukon College
Box 2799, Yukon Place
500 College Drive
Whitehorse, Yukon Y1A 5K4
Telephone: (867) 668-8704

Representative: Loretta Boorse

Purpose of participation on Mission: To advocate the student exchange program with emphasis on the college's programs and to investigate the opportunities for English as a Second Language (ESL), Renewable Resource programs and safety courses.

Contacts made: Met with representatives of the Tokyo Businesswomen's Club; Study Abroad Canada; Japanese External Trade Organization; and the International Study Institute. Other contacts ranged from producers of educational software to a Japanese youth delegation.

Outcomes and follow-up: Several familiarization tours from Japan have visited Yukon College. The college will be offering ESL programs during the summer of 2000 for its Asian students. The college will continue to be active, in partnership with private industry, government and other Canadian colleges and universities, to increase the number of ESL students coming to the Yukon.

Yukon College provides a variety of full-time and part-time courses and programs in trades, technology, business, applied arts, academic development, personal skills development and university level arts and sciences. It serves the unique needs of the North, and provides educational opportunities that are nationally recognized. Increasingly, students from across Canada and around the world are expressing interest in, and are pursuing, Yukon College programs.

CITY OF WHITEHORSE

Contact:
City of Whitehorse
2121 2nd Avenue
Whitehorse, Yukon Y1A 1C2
Telephone: (867) 668-8626

Representative: Mayor Kathy Watson

Purpose of participation on Mission: To promote Whitehorse as a tourist destination and as an excellent place to do business; and to support the efforts of Yukon businesses to establish themselves in the Asian marketplace.

Contacts made: Important contacts were made in the tourism and forestry sectors and at the municipal level.

Outcomes and follow-up: The City of Whitehorse and the Yukon government have been developing a working relationship with Japanese companies that are looking for a "new destination" to send their clients. Many of these companies have also expressed an interest in Whitehorse for English as a Second Language opportunities. The City is supporting local companies working to bring this business to Whitehorse. It is developing marketing materials, a Japanese web site, and hopes to create a Japanese version of its CD-ROM. The City is also involved with hosting Japanese travel companies that visit Whitehorse.

Itinerary

Days 1 to 3

Friday, September 10 to
Sunday, September 12

Whitehorse to Vancouver to Osaka

Friday: 4:00 p.m.
Check-in and departure for Vancouver
Whitehorse International Airport

Saturday: 8:30 a.m.
Breakfast meeting
hosted by Government Leader Piers McDonald
Delta Hotel, Vancouver

Saturday: 4:00 p.m.
Depart Vancouver for Osaka

Sunday: 6:30 p.m. (2:30 a.m. Yukon time)
Arrive Osaka after flight time of 10 hours and 30 minutes
(time change 16 hours)
New Otani Hotel

Yuichi Kusumoto, Japanese Consul-General in Vancouver, addresses Team Yukon at breakfast meeting before departing for Japan.

On the plane to Japan.
(top, left to right) **Kathy Watson, Mayor of City of Whitehorse; Bruce Patnode, Energy North Construction Inc.; Dan Boyd, President, Yukon Housing Corporation; Loretta Boorse, Yukon College.**
(right, left to right) **Government Leaders Paul Okalik, Nunavut; Piers McDonald, Yukon; James Antoine, NWT.**

Day 4

Monday, September 13

Osaka

***(left to right)* Yukon Government Leader, Piers McDonald; Minister of International Trade, the Honourable Pierre Pettigrew; and Government Leader of NWT, James Antoine.**

7:30 a.m.

Business delegation breakfast meeting

New Otani Hotel

9:15 a.m.

Millennium Japan

Higashi Naka Salon, New Otani Hotel

Opening remarks given by the Honourable Pierre Pettigrew, Minister for International Trade, followed by presentations and panel discussions providing an overview of Japan's present and future economy.

12:30 p.m.

Networking luncheon

Nishi Sui Ho Salon, New Otani Hotel

Hosted by the Secretary of State (Asia Pacific)

2:00 p.m

Business seminars

New Otani Hotel

- **Establishing a Presence in Japan:** provided Canadian participants with exposure to strategies for establishing an office or operation in Japan.
- **Canadian Medical Technologies for the 21st Century:** highlighted the cutting-edge technology of Canadian medical products and companies. Specific focus on the area of tele-health and Canadian advances in cardiology, radiology and home care. Speakers represented Canadian companies active in these areas, as well as a number of Canadian research institutes.
- **Electricity and New Energy:** involved representatives from both Canadian and Japanese energy sectors. The seminar exposed Canadian companies to Japanese purchasers of electric power, goods and services.
- **Biotechnology – Consumers' Key to Enhanced Foods:** provided participants with an overview of Canadian capabilities in food biotechnology from research and development to food safety. The seminar also presented an overview of Japan's food biotechnology industry.

The Government Leader was presented with a gift (an image of the Imperial Palace) by a representative of the Kansai Chamber of Commerce to commemorate the Western/Arctic Canada Kansai Reception.

6:30 p.m

Western/Arctic Canada Kansai Reception

Taiko-en Garden Hall, 9-10 Amijima-cho, Miyakojima-ku, Osaka

The western provinces and three territories co-sponsored this event to introduce Japanese companies to Canadian firms and to facilitate business contacts.

Western/Arctic Canada Kansai Reception in Osaka, Japan.

On the occasion of the visit to Japan by Team Canada
The Premiers and Government Leaders of
Canada's Four Western Provinces
and
Three Territories:

British Columbia:	***Hon. Glen Clark***
Alberta:	***Hon. Ralph Klein***
Saskatchewan:	***Hon. Roy Romanow***
Manitoba:	***Hon. Gary Filmon***
Yukon Territory:	***Hon. Piers McDonald***
Northwest Territories:	***Hon. James Antoine***
Nunavut:	***Hon. Paul Okalik***

request the pleasure of your company at a reception in honour of the ongoing commercial, economic and cultural ties between Western and Arctic Canada and the Kansai Region.

Date: Monday, September 13th, 1999
Time: 18:30 - 20:30
Location: Garden Hall, Taikoen
9-10 Amijima-cho
Miyakojima-ku, Osaka
Dress: Business Attire

Alberta Japan Office Tel: (03) 3475-1171
B.C. Trade and Investment Office - Japan Tel: (03) 3408-6171

謹啓　時下ますますご清祥のこととお慶び申し上げます。

この度、カナダ西部４州並びに３準州の首相が「チームカナダ」ミッションのメンバーとして来日する運びとなりました。その折に関西地域との商業・経済・文化の各分野における交流の今後の益々の発展を祈願致しまして、下記の通りささやかなレセプションを開催したいと存じます。

つきましては、ご多忙中とは存じますが是非ご出席賜りたくここにご案内申し上げます。　　謹　白

平成１１年８月

ブリティッシュ・コロンビア州首相	グレン・クラーク
アルバータ州首相	ラルフ・クライン
サスカチュアン州首相	ロイ・ロマノ
マニトバ州首相	ゲーリー・フィルモン
ユーコン準州首相	ピアーズ・マクドナルド
ノースウエスト準州首相	ジェームズ・アントアン
ヌナヴェット準州首相	ポール・オカリック

記

日時：平成１１年９月１３日（月曜日）
午後６時３０分より８時３０分まで
場所：大阪市都島区網島町９－１０
太閤園 ガーデンホール（地図添付）

お手数ですが、ご出席の向きを同封の葉書にて９月３日までにお知らせ下さいますようお願い致します。当日は本状封筒を受付にお渡し下さい。

連絡先：アルバータ州政府在日事務所 (03) 3475-1171
ブリティッシュ・コロンビア州政府在日代表事務所 (03) 3408-6171

Day 5

Tuesday, September 14

Osaka

8:00 a.m.

Provincial and territorial programs

12:30 p.m.

Business networking luncheon

Nishi Sui Ho Salon, New Otani Hotel

Hosted by the Honourable Pierre Pettigrew, Minister for International Trade.

2:00 p.m.

Seminar series

New Otani Hotel

- **Regional Markets of Japan**: foreign trade experts briefed participants on the regions of Japan with market potential.
- **Canada's New Media – Digital Creativity, Convergence and Global Competitiveness**: provided an overview of Canadian capabilities in the information and communications technologies (ICT) sector and introduced Japan's ICT sector and major players.
- **Canadian Waste Management Solutions for the New Millennium**: introduced participants to leading edge Canadian waste management and recycling technologies.

6:00 p.m.

Business networking reception

Ho-oh Ballroom, New Otani Hotel

7:00 p.m.

Team Canada dinner

Ho-oh Ballroom, New Otani Hotel

Hosted by the Right Honourable Jean Chrétien, Prime Minister of Canada.

Day 6

Wednesday, September 15

Osaka and Tokyo

11:00 a.m.

Depart Osaka for Tokyo

12:15 p.m.

Arrive Tokyo, Haneda International Airport

Registration, ANA Hotel

4:30 p.m.

Team Canada forum

Ohtori Centre, ANA Hotel

5:30 p.m.

Rendezvous with youth

Ohtori Centre Ballroom, ANA Hotel

A reception was held for youth to discuss student exchanges and opportunities for English as a Second Language.

6:30 p.m.
Business delegation reception
Ohtori West Ballroom, ANA Hotel

Day 7

Thursday, September 16

Tokyo

8:00 a.m.
Provincial and territorial programs
Hotel Okura
Breakfast meeting, hosted by Yukon and B.C., allowing an opportunity for networking among participants.

Yukon Government leader Piers McDonald addresses delegates at the B.C./Yukon-sponsored breakfast meeting.

11:30 a.m.
Reception
Sakura, Shin Takanawa Prince Hotel

12:30 p.m.
Team Canada luncheon
Hiten Room, New Takanawa Prince Hotel
Hosted by the Right Honourable Jean Chrétien, Prime Minister of Canada.

3:00 p.m.
Yukon reception
Davis and Company welcomed Team Yukon participants to an informal opening of their Tokyo law office, ATT Building. Davis & Company, a law firm in Vancouver, with a branch office in Whitehorse, recently opened this office. The Yukon government utilized their services to facilitate meetings with Japanese business leaders for both government and non-government representatives who participated in the Mission. The firm provided the use of their board room for some of these meetings and presentations.

Economic Development Minister Trevor Harding (*left*) with Edward McRae, VP, Mitsubishi Canada Ltd.

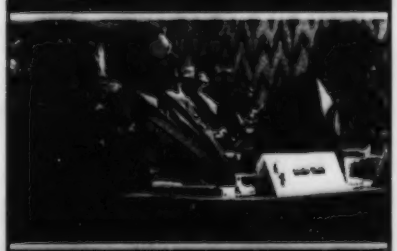
5:00 p.m.
Commercial agreement signing ceremony
Prince Room, Takanawa Prince Hotel

6:00 p.m.
Team Canada reception
ANA Hotel
Held in honour of the 70th anniversary of the establishment of diplomatic relations between Canada and Japan. The event featured traditional Japanese fare and music.

Day 8

Friday, September 17

Tokyo



9:00 a.m.

Business seminars

Speakers from Canada and Japan delivered presentations on the following topics:

- **Canadian Medical Technologies for the 21st Century**: repeat of seminar offered on day four.
- **Electricity and New Energy**: repeat of seminar offered on day four.
- **Biotechnology: Consumers' Key to Enhanced Foods**: repeat of seminar offered on day four.
- **Canadian Venture Financing Forum**: focused on the information technology sector. The seminar provided an opportunity to expose Canadian high tech firms to Japanese venture capital companies and identify those companies interested in expanding Canadian businesses.
- **Canada in Space**: focused on raising awareness of Canadian capabilities in space and promoted cooperative partnerships. Discussion included presentations by representatives from the Canadian and Japanese space industries, including Canadian astronaut, Julie Payette.
- **Regional Markets of Japan**: repeat of seminar offered on day five.
- **Education and Technology**: presented an opportunity to showcase Canada as a leader in the use of computers in the classroom. Highlighted distance learning and the training of technology teachers.

12:30 p.m.

Business networking luncheon

Ohtori West Centre, ANA hotel

Hosted by the Honourable Pierre Pettigrew, Minister for International Trade.

2:00 p.m.

Business seminars

- **Canadian Building Technologies and Materials Forum**: presented Canadian and Japanese housing industry professionals, the opportunity to gather and exchange views and strategies on the import and utilization of Canadian building technologies and materials in Japan.
- **Canadian Waste Management Solutions for the New Millennium**: repeat of seminar offered on day five.
- **Canada's New Media – Digital Creativity, Convergence and Global Competitiveness**: repeat of seminar offered on day five.
- **Establishing a Presence in Japan:** repeat of seminar offered on day four.
- **Education and Technology**: repeat of seminar offered in the morning of day eight.

Day 9

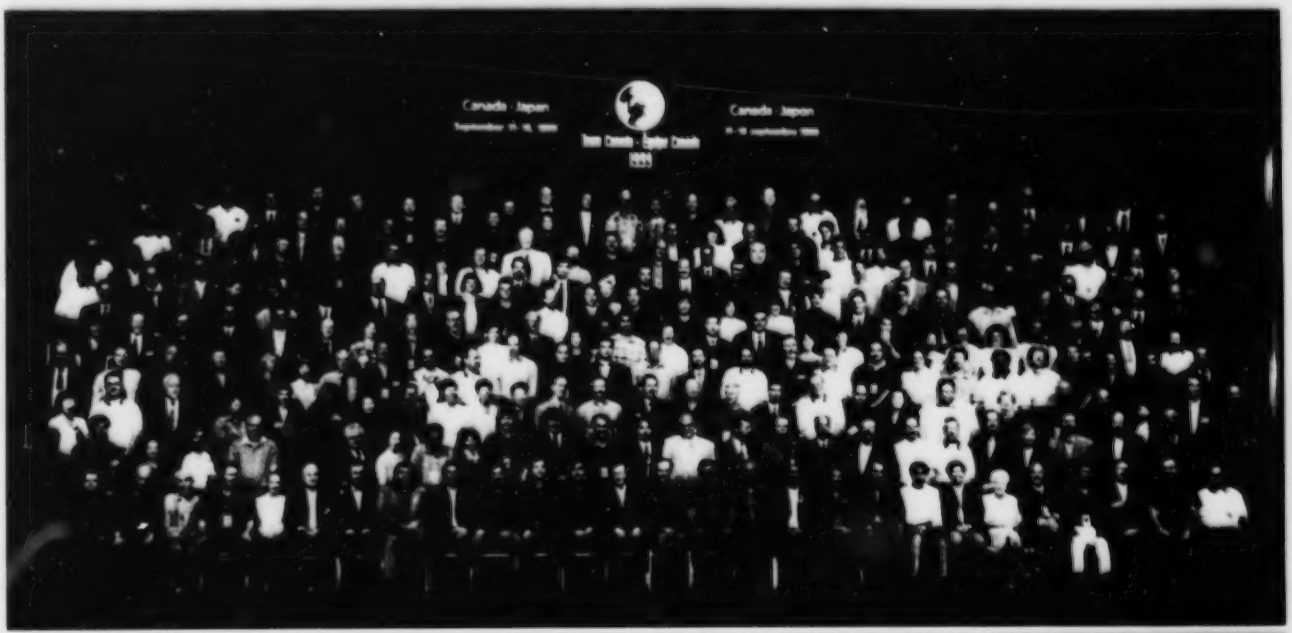
Saturday, September 18

Tokyo

7:30 a.m.
Depart ANA Hotel for Haneda Airport

9:30 a.m.
Depart Tokyo for Vancouver
Arrived Vancouver 4:00 p.m. on Saturday, September 18.

Team Canada Delegation in Japan.



Official delegation enjoys some sport and culture at the National SUMO Stadium, Tokyo.

Evaluation responses

A total of 15 Yukon participants attended the Team Canada Mission to Japan, representing a variety of businesses, organizations and government. Participants were asked to evaluate the Mission and provided valuable information for planning future missions.

Overall, respondents were positive in their comments about participating in the Team Canada Mission and the relevance of the scheduled activities. Here are some useful Trade Team tips from the Yukon delegation:

"Hone networking skills in preparation for the Mission as not everyone is a salesperson."

"Meet as many Canadian delegates as possible."

"Find out who is already doing business in your target market to gain any insights or recommendations."

"Develop your own team of contacts to distribute information to facilitate introductions."

"Attend the plenary sessions as they are always excellent."

"Don't waste time on generalities. Be specific about your goals and targets. When you make the right contact, you will know it and you only need one to get the ball rolling."

"Stay a second week to pursue contacts – you can build on the momentum of the official week of the Mission."

"Careful research is required to fully understand the Japanese market. Any business contemplating doing business in Japan should contact the Japanese External Trade Organization (JETRO), the Canadian Embassy Trade Consuls, the Trade and Investment branch of Economic Development (YTG) and other Canadian businesses operating in Japan. They are very good sources of information for market analysis."

"The language barrier is an important issue and it would be prudent for a company doing extensive marketing in Japan to have at least one Japanese person on staff to expedite shipments and to prevent misunderstandings."

"An understanding of the culture and customs of Japanese people is very important in helping to maintain harmonious relations."

"Identifying a reliable agent or partner in Japan is very important."

"Send senior company representatives on missions as connections are often made with other top ranking officials in the host country."

"Contacts made in Japan should be cultivated and maintained."

Letter from Canadian Ambassador to Japan

Canadian Embassy **Ambassade du Canada**

TOKYO November 15, 1999

The Honourable Piers McDonald, M.L.A.
Leader of Yukon
Government of Yukon
Box 2703, Whitehorse
Yukon, Canada
Y1A 2C6

Dear Leader:

I am writing to you personally in my capacity as Ambassador to Japan to follow up on your participation in the highly successful visit of Team Canada to Japan in September.

The visit to Japan by the Prime Minister and Team Canada was welcomed by the Japanese as a timely sign of confidence in its economic future. At a time of change and new opportunity in Japan, it was used effectively by Canada's political leadership to emphasize in particular our high technology credentials and Canada's readiness and ability to continue as a key bilateral business partner for Japan into the next century — not only in newly emerging areas of technology and services, but also in the traditional senses as a reliable supplier of quality commodities and food products.

The bilateral meeting between Prime Ministers joined by Premiers and Leaders was very positive. PM Obuchi was clearly pleased to hear the "good news" stories and positive indications for future development of the relationship and provincial interests, as delivered by Premiers at this session. You will note that since the visit, Prime Minister Obuchi has been re-

continued

elected to a further two year term as his party's President and, barring an election loss next year, as Prime Minister.

I am attaching a brief report that details the Embassy's assessment of the Team Canada visit. I hope that you would concur that one of the most successful aspects of this trip was the recognition of the vital role of the provinces and territories in Team Canada and in shaping Canada's international image.

I trust this visit was useful in helping you promote the Yukon's interests and identify areas of further potential, including tourism and mining investment. The entire Yukon delegation was especially active — a measure of the enthusiasm I found in my visit last May to Whitehorse. Furthermore, your attendance at the opening of the Masters of the Arctic Exhibition underlined the importance of culture and Canada's North to our positive image here in Japan.

We are now left with the challenge of following up on Team Canada — the most important bilateral visit ever to occur between our two countries. This will not be easy, given the natural tendency of participants to move on to other things. There will have to be some rather labour-intensive follow-up with the business members of Team Canada. I hope we can persuade at least some of our political leaders to come back over the next year to maintain momentum and help companies follow up on business leads.

In closing, let me thank you for your participation in Team Canada, and for playing a vital role in reinvigorating Canada's relationship with one of our most important trading partners. Please do not hesitate to let me know how we in this Embassy, our Consulate General in Osaka (headed by Peter Campbell), our Consulates in Nagoya and Fukuoka, can be of further assistance.

My wife Margaret joins me in sending you and Ofelia our best wishes for a Happy Christmas and a healthy and successful New Year!

Sincerely,

Leonard J. Edwards
Ambassador

Mr. Jean Pelletier, Chief of Staff, Prime Ministers Office

The Honourable Pierre Pettigrew, Minister for International Trade

The Honourable Raymond Chan, Secretary of State (Asia-Pacific)

Mr. Donald W. Campbell, Deputy Minister of Foreign Affairs

Mr. Robert G. Wright, Deputy Minister for International Trade

Team Canada: Embassy Report

From our perspective here in Tokyo, the Team Canada, mission from September 12-18 marks a turning point in revitalizing a major relationship that despite our efforts of the past has often been taken for granted by both sides.

Let me summarize the highlights and points of achievement in economic and trade terms:

- The business programme's fundamental message about Canada's high-technology credentials came across loud and clear, facilitated by top-notch speakers and presentations.
- The scope of the mission was broad and included the following sectors: electric power and new energy, the environment, information and communication technologies, education, building technologies and materials, biotechnology and food biotechnology, health care, space and aerospace.
- The Japanese government strongly supported Team Canada and its messaging. It is noteworthy that MITI Minister Yosano spoke at length of Canada's high-tech capabilities and urged Japanese companies to pursue opportunities with Canadians firms.
- Thirty-four business deals worth over $450 million were announced; while these figures were modest (as we expected), the deals emphasized the high technology and SNE dimension to the Team Canada and serve as examples of greater "payoffs" in the future.
- Team Canada participants made contact with almost 4000 Japanese companies in Osaka and Tokyo most for the first time; Japanese response exceeded our expectations and most events were over-subscribed.
- The high turnout of senior executives from Japan's major corporations was unusual, if not unprecedented, for a visit of a foreign leader and accompanying delegation - a measure of the impact of the Team Canada technique.
- The decision by the new leaders of the Canada-Japan Business Conference to study the trade and economic relationship, and how it can best be directed and facilitated, should help revitalize this key bilateral mechanism and make it a better champion of the Canada-Japan relationship within the business community.
- International Trade Minister Pettigrew led a session that singled out the role of women entrepreneurs in our business relationship. The Minister also launched our revised Trade Action Plan for Japan.
- Japan's agreement to work on regulatory barriers, to cooperate on social policy research and to move towards a social security agreement gives us further leverage for advancing Canadian economic interests.
- The Osaka portion emphasized the vitality of the Kansai and highlighted the growing importance of Japan's regional markets.

Because of its size, timing and hi-tech content, Team Canada received excellent media coverage in both Osaka and Tokyo. Many of the business seminars were covered by TV and print journalists. Over thirty million Japanese saw the Prime Minister and Mrs. Chrétien being welcomed at the Tokyo Sumo stadium on September 16.

From the Embassy's perspective, Team Canada helped enormously with the launch of our effort to "re-brand" Canada in Japan as a technologically sophisticated and cultured society, culminating in the unveiling of the new "Canada in Japan" logo, which can be seen on the front page of this letter.

Turning to other broader elements emphasized by Team Canada, the Prime Minister's presence and remarks at the opening of a major Symposium on Peace Building and Development played to and enhanced (through national TV coverage) Canada's positive image in Japan as a champion of global peace. The meeting will lead to new cooperative activities between NGOs, academics, governments and consultants and the private sector.

A "Canada-Japan Agenda for ODA Cooperation" was signed which, building on thirteen years of collaboration, outlines a framework for future cooperation in a range of priority areas.

Through a "Rendezvous with Youth" event, the Prime Minister and Premiers and Leaders highlighted the 2000 plus young Canadians resident annually in Japan, an enormous resource of talent and experience for our business and government sectors. An education and technology seminar examined how Canada and Japan can work together in meeting the challenges presented by the need for life-long learning

Secretary of State (Asia-Pacific) Raymond Chan presided along with the Leaders of the North West Territories, Yukon, and Nunavut at the opening of a new exhibit of arctic sculpture and other art, highlighting our environmental and cultural credentials. Governments agreed to support the New Century Creators' Series, a program of jointly developed cultural events to be organized in Canada and Japan in 2000 and 2001 respectably.

Our social events were large and impressive, even by Japanese standards, featuring the Team Canada dinner in Osaka for 900, and the Team Canada lunch in Tokyo for 1000. In addition, networking lunches captured hundreds of other business persons.

The largest social event of the visit, designed to emphasize history and culture (again, areas we know the Japanese value) was a 1400 person reception in Tokyo to mark the 70th Anniversary of Diplomatic Relations. Over the course of the visit the Prime Minister presented 13 Certificates of Appreciation to Japanese who made major contributions in culture, media, business and politics.

A dignified and moving service at the Hodogaya Commonwealth Cemetery, reminded us of the ultimate sacrifice paid by 134 of Canada's soldiers during the Second World War and the Korean War.

Press releases

Yukon Government

News Release

FOR RELEASE #211

September 9, 1999

YUKON JOINS TEAM CANADA MISSION TO JAPAN

WHITEHORSE – Government Leader Piers McDonald will lead the Yukon delegation on the Team Canada trade mission to Japan September 12 to 18. McDonald and Economic Development Minister Trevor Harding announced details of the mission today.

"This Team Canada mission to Japan will provide our Yukon delegation with practical export information and first-hand exposure to the world's second-largest economy," Harding said.

The Yukon delegation representing businesses, organizations and ... rnment will promote a variety of services and products to business people and ...

"The Yukon's entrep... nka.

...issions such as these," McDonald ...opportunities to expand their

...ented by Bruce Patnode; ...esource Management, ...ented by Alan Kerr.

... Chris Perry will represent the ... graduate Loretta Boorse is

...de officials from Economic

... further their knowledge of ... the new millennium.

...l and municipal ...n draws business ... the greatest promise for

... (Yukon)

Yukon Government

News Release

FOR RELEASE #216

September 17, 1999

YUKON'S TEAM CANADA TRADE MISSION A SUCCESS

TOKYO Economic Development Minister Trevor Harding says the Yukon's involvement in the Team Canada trade mission to Japan has succeeded in identifying overseas trade and investment opportunities for Yukon businesses.

"This Team Canada initiative has been a great success in advancing Yukon's business in areas of Japanese tourism and Yukon wood products," Harding said. "We've been able to expose these and other Yukon products to massive markets in the world's second-largest economy."

The federal minister for International Trade, Pierre Pettigrew, shared Harding's assessment.

"The Team Canada mission to Japan provided Canadian businesses with an excellent opportunity to expand their markets and make important contacts," Pettigrew said. "The Yukon delegates should be commended for their aggressive participation in this mission and for their desire to increase their export and investment opportunities."

Highlights for the Yukon delegation included the signing of a Memorandum of Understanding (MOU) with the Forest Corporation of Osaka, and an agreement to host a delegation from the Listel Group to explore winter tourism opportunities with Japan.

The Yukon delegation, led by Government Leader Piers McDonald, included representatives of the Tourism Industry Association of Yukon, South Yukon Forest Corporation, Energy North Construction Inc., R.L. Resource Management, Yukon College and Northern Native Broadcasting Yukon.

They were accompanied by Whitehorse Mayor Kathy Watson and officials from Economic Development, Tourism and the Yukon Housing Corporation.

Harding expressed appreciation for the federal government's partnership on Team Canada. He added that these efforts should continue in order to provide further opportunities for the Yukon and other Canadian jurisdictions to diversify their economies.

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Contact:

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Economy 2000 A Yukon Partnership

Press coverage

The Yukon News Friday August 20, 1999

Mission leaves next month

By Lisa Miguez
Special to The News

Trade, tourism and investment in the Yukon are all on the agenda as a group of Yukon government and business representatives head to Japan and Australia on this year's Team Canada Trade Mission.

This is the fifth Team Canada mission overseas organised by the federal government's department of Foreign Affairs and International Trade.

Team Canada trade missions provide an opportunity to promote Canadian business interests and to strengthen economic ties between Canada and the countries that are visited.

Team Canada travelled to Mexico, Brazil, Argentina and Chile in 1998; South Korea, the Philippines and Thailand in 1997; India, Pakistan, Indonesia and Malaysia in 1996; and China in 1994.

The Yukon government has participated with two Team Canada missions. Yukon representation on this Team Canada mission is an important step to developing trade relationships in the Pacific Rim.

"The Pacific Rim area offers tremendous potential for marketing Yukon goods and services, and for marketing the Yukon as a tourist destination," said Government leader Piers McDonald.

"Our goal is to work with Yukon businesses to help identify opportunities that will create jobs and economic benefits in the territory's changing economy."

Whitehorse mayor Kathy Watson, Kwanlin Dun chief Rick O'Brien, and representatives from four Yukon businesses — Energy North Construction Inc., Icefield Tools Corp. and R.L. Resource Management, and South Yukon Forest Corp. — will also participate in the Team Canada mission.

As with past missions, the department of Foreign Affairs and International Trade has identified a number of business and industry sectors that will be focused on during the trade mission, including the environment; information and communication technologies; education; and electric power and new energy resources.

While on the mission, participants will take part in a full program of seminars and panel discussions to further their knowledge of local markets and encourage links and partnerships with Japanese and Australian firms.

trade **talk**

For Yukon business owner Erik Blake, president of Icefield Tools Corp., the trip presents a unique opportunity to tap into the potentially lucrative Australian market with his company's products.

Icefield Tools Corp. manufactures several models of digital borehole survey tools.

These tools are used to determine the trajectory of holes drilled into the ground and are used by mining, oil and gas, geotechnical and environmental industry sectors.

"We have found that operations in Australia make more use of borehole survey tools than those here at home do," said Blake.

"Australia is possibly the largest worldwide market for our instruments, followed by North and South America."

With contacts the company has already made in Australia, "Icefield Tools Corp. is poised to bring Yukon-grown technology and expertise to the global marketplace," he said.

Yukon people have much to offer the global marketplace, with their entrepreneurial spirit and dedication to delivering a high quality of service, added McDonald.

In addition to promoting the Team Canada priority sectors, the Yukon contingent plans to focus on the promotion of tourism, building technology, road construction and energy technology.

Yukon Housing Corp., vice-president Dan Boyd said his department is interested in exploring housing-related economic activities that may be attractive to Yukon companies.

"We are particularly interested in exploring niche markets that may be attractive to Yukon companies or builders, such as log homes and the potential northern wood products," said Boyd.

"Yukon Housing is eager to learn, and better understand the complexities of international trade with Japan and Australia so that we can share information and assist Yukon companies in these market opportunities."

The Yukon already has a number of links with Japan — the city of Whitehorse has long been a sister city with the Japanese city of Ushiku — and there have been a number of exchange visits between Yukon and Japanese business people and municipal officials.

This mission will provide an opportunity to build on existing relationships and establish new ones with both Japan and Australia.

The Yukoners leave Whitehorse on September 10.

This is the fourth in a series about Yukon participation in trade missions and export readiness planning and was submitted by the trade and investment branch of the Yukon department of Economic Development.

Article reprinted with permission from the Yukon News.

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Established 1900 • Yukon Territory
$1.00 Vol. 99, No. 175, Friday, September 10, 1999

A great family shopping experience
MAXIMILIAN'S
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Yukoners off on trip to Japan

Ministers, mayor, business owners to join trade mission tomorrow - 2

Whitehorse Star, September 10, 1999

Yukoners off to curry Japanese markets

By JASON SMALL
Star Reporter

While this Team Canada doesn't score any goals, the Yukon contingent will be trying to score business deals in Japan.

A Yukon group including business people, politicians and bureaucrats, will be part of the Team Canada trade tour of Japan, which leaves tomorrow.

At a press conference yesterday, Economic Development Minister Trevor Harding and the Government Leader, Piers McDonald, discussed the tour.

Harding said the Yukon is sending a group on the trip, led by the federal government, to find and develop more markets where territorial businesses can make money.

"(This trip is for) increasing our profile worldwide and increasing the access to bigger markets for Yukon businesses and services, because we fundamentally believe with our small market size in the territory, it's absolutely critical that we increase the size of our markets to promote further economic diversification in this territory."

Harding said there are no contracts lined up to be signed during the trip by any of the businesses.

Along with Harding and Government Leader, the other politicians and bureaucrats in the Yukon faction of Team Canada include: Whitehorse Mayor Kathy Watson; Dan Boyd, the vice-president of the Yukon Housing Corp., who is also a Whitehorse city councillor; Maurice Albert, deputy minister of Economic Development; Michael Brandt, the government's director of trade and investment; and Sandie Romanczak, deputy minister of Tourism.

The other Yukon representatives on the trip: Loretta Boorse, a recent business graduate representing Yukon College; Bruce Peirode, of Energy North Construction; Barry Zellen, from Northern Native Broadcasting Yukon; Rachel Lewis, of R.L. Resource Management; Alan Kerr, from the South Yukon Forest Corp.; and Chris Perry, of the Tourism Industry Association.

McDonald said the trip will be a good place to build on current contacts and make new ones, especially in tourism, where the government wants to make a strong push.

"We don't even need to have a lot, but we do need to explore targeted opportunities wherever they may be. Japan is one good one. We have to understand too, that Japan has been our second-largest trading partner. We've been selling minerals in Japan for years.

"So, clearly, we should not only not ignore Japan, we should see what other avenues exist," McDonald said in an interview following the press conference.

Harding admitted tourism from Japan has been neglected compared to other parts of the world, but the government will start to change that.

"There's been solid concentration on Europe, which is a good thing. But we need to continue that and grow it, and we have to grow it even more through Asia," he said.

Harding told reporters the Yukon doesn't need much from foreign markets to help our economy.

"I think what we have to recognize is there is huge markets out there and to tap into little bits of them can make an awful big relative difference to this territory."

"Clearly, there's opportunity with us. We don't need a lot of business to make a big difference," he said after the conference.

"(The) one flight (to Whitehorse) from Germany a week doesn't sound like a lot, but it's a lot to our business."

Watson, who also spoke at the press conference, said the trip will be a chance to learn and to become reacquainted with old friends.

She said the participants can meet influential people from Japan, as well as other Canadians on the trip.

She also hopes to recognize our competition in both Canada and in Asia, while on the tour. "Not to identify them as the enemy but to learn from them," she said.

Watson will also meet with the mayor of one of Whitehorse's sister cities, Ushiku, Japan.

The excursion, which will end next Saturday, was originally supposed to include a jaunt to Australia. However, that portion fell through, which, Harding said, hurt Yukon businesses.

"Australia was a big, bit of a blow for us because we had contract signings arranged in Australia, contracts we've been working on with the businesses. But, that's OK; the mission will take place, the contracts will go ahead as planned."

Harding refused to say what companies were supposed to sign the deals.

Chief Rick O'Brien of the Kwanlin Dun First Nation was to go on the trip, but backed out due to other obligations, which were not specified.

Articles reprinted with permission from the Whitehorse Star.

Far North to meet Far East

"This is not about the quick-fix; this is not about the silver bullet that will make things right overnight. This is about building a strong economy over time."- Piers McDonald

By Paul Michna
News Reporter

Could the Yukon become another wilderness retreat for spendthrift Japanese tourists?

If the NDP government has its way, yes.

Japan, with its 125 million people and Canada's second-largest export market, is our next big source of tourists and investments, says the McDonald government.

Along with representatives from the city of Whitehorse and a handful of local businesses, YTG politicians and officials will arrive in Japan on Sunday, joining 250 other members of the latest Team Canada trade mission.

If this and future missions are successful, Japan could give the Yukon what Germany now is providing: a steady flow of visitors and cash.

The Yukon delegation will promote a variety of services and products to business people and officials in Tokyo and Osaka.

The entourage will be led by Prime minister Jean Chretien.

Yukon business reps will include Energy North Construction Inc., Northern Native Broadcasting Yukon, R.L. Resource Management and the South Yukon Forest Corporation.

Mayor Kathy Watson will represent Whitehorse, and will join the Tourism Industry Association and a Yukon College delegate, Loretta Boorse.

Besides Government leader Piers McDonald and Economic Development minister Trevor Harding, YTG will also send officials from Tourism and the Yukon Housing Corp.

Whenever the Team Canada entourage jets off to distant lands (usually warm and exotic ones), critics are quick to question the validity of such sojourns.

But these trips are no junkets, said Harding.

"It's a cynical farce to say that," he said after briefing reporters Thursday.

"All you'd have to do is go to see how hard people work on it. It's a crock to say that.

"I remember the last (trade mission) to South America. There was talk of people on the beaches and stuff. I saw people working 16 hours a day.

"People like to say that; it's a cynical way of looking at things. But it's actually a very productive, extremely busy schedule."

McDonald will have meetings and appointments from 7 a.m. to 10 p.m. most days, noted Harding.

"There is some rest built into it, but most of it, if you look at the itinerary, is go go go."

But why recession-wracked Japan?

People asked the same question when the government began courting Germany about 10 years ago, countered McDonald.

Now, the Yukon is a prime destination for Germans, he said.

"It turns out, of course, the German market was a real opportunity — people saw that, and they exploited it."

And even with the downturn in the Asian economy, southern B.C. is still profiting from a steady influx of Japanese tourists, he said.

A glossy, full-color portfolio, translated into Japanese and titled *A Government Committed to Business*, outlines the agenda.

Luring investors will be the fact the Yukon has no territorial sales tax or harmonized tax, one of the lowest corporate tax rates in Canada and is free of debt.

The proposed devolution accord, which will give Yukon control over its forests, lands and minerals, also gets some mention.

Plus, there are some slight similarities between Japan and the Yukon that may pave the way for investment.

"People don't realize this, but (Japan's) climate is actually quite cool, particularly in the north," said Harding.

"And they're becoming more and more interested in energy solutions, conservation, and they're also becoming more interested in wood-home construction."

Only one Yukon delegate cancelled, and that means there won't be a First Nations representative leaving with the delegation for Vancouver today.

Kwanlin Dun Chief Kick O'Brien dropped out due to "other obligations," said Harding.

Another slight blow was Chretien's decision to cancel the Australian leg of the tour.

According to Harding, three contracts were about to be signed by Yukon companies in Australia. Now, they'll be put on hold.

"Australia was a bit of a blow for us because we had contract signings arranged," he said.

"But that's OK. The mission will take place, and the contracts will go ahead as planned."

Canadian business investment in Australia now totals about $3 billion a year, and about 150 Canadian firms have equity interests there, including big-name players like Cominco, Placer Dome, and Nortel.

Quebec-based Bombardier has a $300-million order to supply regional passenger jets.

Harding would not specify who the contracts were to be signed by.

Article reprinted with permission from the Yukon News.

Yukoners see Japanese tourism potential

By SIGRUN MARIA KRISTINSDOTTIR
Star Reporter

The Yukon can't expect to be overrun by Japanese tourists this winter. However, people representing the territory on the Team Canada trade mission in Tokyo and Osaka say more Japanese tourists will begin coming here the following winter.

"We have everything that these people are looking for," Chris Perry, the Yukon Tourism Industry Association's representative on the mission, said Wednesday afternoon from Tokyo.

Perry, along with Government Leader Piers McDonald and Economic Development Minister Trevor Harding, spoke to local reporters by telephone.

The three had just woken up - the 16-hour time difference had the threesome into Thursday morning when they spoke yesterday.

The trade mission opens up opportunities for smaller businesses that otherwise might have problems contacting the Japanese market, said McDonald.

About 300 Canadians from small- and medium-sized businesses are making contact with about 4,000 Japanese firms, McDonald explained.

"We have done some work here to explore and establish relationships with those involved in everything from tourism to log home retailers and later on today (Thursday) to people interested in financing mining operations."

He added it's interesting to note the Yukon's neighbouring districts, Alaska, the Northwest Territories and British Columbia, all have contacts with Japan while the Yukon is still an "island that has virtually no contact in tourism terms and can only see a bright future there."

Perry said his meetings with wholesalers and tourism industry people have resulted in the conclusion that Japanese tourists are not seeking five-star hotels on the riverfront.

They're looking for comfort - quality accommodation and good food.

"We already have that," said Perry.

However, not many Japanese know where the Yukon is on the map, so some geographic education needs to be done in Japan, Perry said.

The Japanese look for what Canada's nature can give them. Some are looking for a three-hour hike on a paved road, while others are seeking a four-day hike through the bush, said Perry. Many are interested in a trip to see the northern lights.

He added the Japanese are developing high interest in winter tourism, which the Yukon can offer them.

Harding said the Japanese market offers much potential to Yukoners even during what's considered an economic downturn in Japan.

"All in all, on the business side, this has been a very productive curve for businesses and for government officials involved," said McDonald.

And the success is not all in tourism, Harding chimed in.

Harding signed a memorandum of understanding with a log home importer to Japan, the Japanese Forest Corp.

Harding explained the log homes being imported at the moment are largely from British Columbia

"What they're interested in doing is respond to the requests they've been getting on a very large scale ... for log home construction," said Harding.

He added they are working toward helping Yukoners enter that market.

McDonald said he sees great potential for Yukoners in log home exporting to Japan. He and Harding were going to meet with Japanese people who in the last year have travelled to the Yukon because of mining potential here.

McDonald also said he has spoken to Prime Minister Jean Chretien regarding parliamentary changes McDonald is seeking to the Yukon Act. He added the two have agreed to speak again later on economic development in the North.

Photo by GOVERNMENT OF YUKON

ORIENTAL HOSPITALITY - Government Leader Piers McDonald, far left, is shown here earlier this week at the Western Arctic/Arctic Council Kansai reception in Osaka, Japan. The three territories and western provinces co-sponsored the event, during the Team Canada trade mission.

Article reprinted with permission from the Whitehorse Star.

Trade Team Yukon scores success on Team Canada Mission to Japan

• from Trade Team Times, November-December, 1999, volume 1

The Yukon has reason to be proud of its representation on the recent Team Canada Trade Mission.

This Team Yukon was not comprised of athletes striving for Olympic gold in Japan. Rather, it included 15 enthusiastic Yukon businesses and government representatives striving for overseas trade and investment opportunities for Yukon businesses.

And they succeeded. "Team Canada was a great success, particularly in the areas of tourism and wood products," said Economic Development Minister Trevor Harding. "We've been able to expose these and other Yukon products to the second largest market in the world."

Armed with the necessary team equipment – business cards and promotional materials – Trade Team Yukon was up to the challenge of attracting Japanese interest in the Yukon. Delegates took part in a full program of seminars and panel discussions to further their knowledge of local markets and encourage partnerships with Japanese businesses.

The Yukon delegation, led by Government Leader Piers McDonald included representatives from Tourism Industry Association of the Yukon, South Yukon Forest Corporation, Energy North Construction Inc., R.L. Resource Management, Yukon College and Northern Native Broadcasting Yukon.

They were accompanied by Economic Development Minister Trevor Harding, Whitehorse Mayor Kathy Watson, and officials from Economic Development, Tourism and Yukon Housing Corporation.

"The Yukon's entrepreneurial spirit is clearly evident in these trade missions," McDonald said. "The positive impacts of this trade mission will be felt for

continued

many years, as Yukon businesses develop the relationships they established with their counterparts in Japan last month."

The federal minister for International Trade, Pierre Pettigrew, shared McDonald's assessment. "The Yukon delegates should be commended for their aggressive participation in this mission and for their desire to increase their export and investment opportunities," said Pettigrew.

While many Yukon businesses could not participate directly, Trade Team Yukon looked out for their interests. A prime example included the signing of a Memorandum of Understanding (MOU) between the Forest Corporation of Osaka (FCO) and the Yukon government. The MOU commits the corporation to sending representatives to the Yukon to meet with log home builders to assess their products and discuss possible supply arrangements.

For Alan Kerr of South Yukon Forest Corporation, the mission laid the groundwork for a visit by his marketing team to Japan in November. He met with several companies, including the vice-president of the largest home builder in Japan. "The Yukon product is known in Japan for its high quality," said Kerr. "Maintaining a constant supply of raw material has been challenging, but we are working to resolve this and look forward to expanding further into the Asian market."

On the tourism front, Chris Perry, sales manager for the Westmark Whitehorse, represented the Tourism Industry Association of the Yukon on the mission.

Perry met with top industry representatives from travel wholesale companies in Japan during the mission.

"Through these meetings, we were able to create awareness about the Yukon as a new destination," said Perry.

"Over 8,000 Japanese visit Yellowknife each winter. The Yukon could also benefit from the Japanese interest in the Canadian winter."

As a result of these meetings, a major Japanese travel and hotel company, the Listel Group of Japan, visited Whitehorse last month and is planning to promote the Yukon as a winter destination for one of its tour groups this year.

"We arranged meetings between Listel and five Yukon tour operators who can package products for them," said Perry. Listel also toured three hotels and met with government officials.

Listel expressed interest in buying Yukon products for their hotels in Japan, including beer, bottled water and arctic char. They would also like to organize a Yukon themed promotion in their hotels for one month, bringing in local performers and products. "This would really help to raise awareness of the Yukon in Japan," added Perry.

Mayor Kathy Watson's focus also turned to tourism while in Japan. "It was exciting to see the interest in winter tourism," she said. "I visited Tokyo before and was really impressed by the change in interest. There is a lot more familiarity with our winter product than five years ago."

The City of Whitehorse recently produced a Japanese promotional brochure for distribution to tour operators in the near future.

"I like the opportunity to sell the territory and found the Japanese audience very receptive," added Mayor Watson. "As mayor of Yukon's capital, I believe my presence added to the sincerity of our interest in attracting people to the Yukon. The combination of the Yukon government, industry and city representation really impressed people."

Yukon College's representative, Loretta Boorse, was also trying to attract Japanese visitors to the territory. She advocated the college's student exchange program by focusing on English as a Second Language (ESL) training and renewable resource programs.

The fact that the college does not have many Japanese students interested many people that Boorse met. "The potential to attract ESL students to the college is greater since the students will have to become immersed in English, more so than in a community like Vancouver," said Boorse.

Bruce Patnode, Executive Director of Energy North, also recognized potential in the Japanese market. "We were impressed with the opportunity in Japan," said Patnode. "There is definitely a need for energy-efficient products."

Patnode believes Energy North can help the Japanese achieve their goals of reducing energy consumption, while increasing northern-based products and technology.

Barry Zellen, general manager of NNBY met with top decision-makers at Japan's national public broadcaster, NHK, in Tokyo. "NHK employs over 12,000 people, and is Japan's largest broadcaster," said Zellen. "They expressed serious interest in purchasing Nedaa programs, especially about the northern wilderness."

Zellen notes that "the huge market size, and growing interest in the Yukon, suggests huge opportunity for Nedaa over there, and this was reinforced by the interest shown in our programs." Fuji Television and the Kansai Telecasting Corporation also expressed interests in acquiring programming from Nedaa.

Trade Team Yukon returned to the Yukon with the satisfaction of knowing they had scored their key goal in expanding markets for Yukon products.

Now the hard work begins – the long and important process of building on the new relationships established between the lands of the rising and midnight suns.

Listel Canada Limited

LISTEL CANADA LIMITED PROFILE & ACTIVITIES

Listel Canada Limited was incorporated in October 1987 and currently has three divisions of operation in British Columbia - Listel Vancouver Hotel, Listel Whistler Hotel and Choji Travel (Canada) Limited. Listel Canada is a subsidiary of Listel Company Limited of Japan. The latter was established in 1966 and owns and operates three hotels in Japan (1231 rooms), as well as a ski resort, a tour and travel company and a real estate business.

Listel has long been active in promoting Canadian products in the Japanese market and in developing new trade and cultural exchange opportunities between Japan and Canada. Here are a few examples.

- Listel Canada has to date invested almost $40 million in Canadian hotels. Currently Listel owns and operates two hotels in British Columbia - Listel Vancouver Hotel and Listel Whistler Hotel. It is Listel Canada's intention to acquire additional hotel properties in Canada either independently or in partnership with other Japanese investors.
- The Listel Inawashiro Hotel & Resort in the Fukushima prefecture holds an annual event each summer called the Canadian Festival. The Festival's primary purpose is to promote Canadian culture and merchandise in the Japanese market.
- Through its travel division in Japan and Canada, Listel has brought in thousands of Japanese tourists, students, business and government delegates to Canada. Listel intends to continue in this pursuit.
- Since the late 1980s, Listel has provided hundreds of employment opportunities to Canadian citizens by hiring ski instructors, bagpipers, dancers and artists at Listel properties and resorts across Japan.
- Listel has initiated a 12-year Canadian Big Tree Art project, in which huge Douglas Fir logs from British Columbia are used by Canadian chainsaw artist Glenn Greensides to create 12 zodiac animals in Japan. Every winter, Mr. Greensides is invited to work at Listel Inawashiro. Four of these sculptures are on permanent exhibit at Listel properties in Japan. This project has attracted a great deal of media attention throughout Japan. The project will continue for another eight years.
- Listel Ski Fantasia in Fukushima prefecture has a long time sister-hill relationship with Grouse Mountain Resort in North Vancouver, British Columbia. The Canadian Big Tree Art project is part of this sister-hill

Tour operator to visit

By JASON SMALL
Star Reporter

The Yukon's tourism industry could soon be busy in the winter thanks to the Japanese.

Following last week's Team Canada trade mission to Japan, a tour operator will be checking out the territory for possible winter trips.

The Listel Group of Japan will send representatives to the Yukon at the end of September to look at the possibility of putting together vacation packages that include trips to the territory.

Chris Perry, a director for the Yukon Tourism Industry Association who was on the trade mission, said the Japanese are very interested in coming to the Yukon for winter trips.

"I think this (Japanese) market has a great deal of potential to focus on winter," Perry said.

"My impression is they want to come and see the winter."

Economic Development Minister Trevor Harding said Tuesday the Yukon will try to garner some of the Japanese market, which currently does very little business in the Yukon.

"One wonders why it took us so long," said Harding, who was also on the Team Canada mission.

Harding said Yellowknife has 8,000 Japanese visitors each winter to see the northern lights. He thinks the Yukon can rival that.

Perry said Listel assembles package tours for Japanese tourists which include stays in Vancouver and Whistler, B.C. (two places where Listel owns hotels), as well as up to Yellowknife for a few days to see the northern lights.

However, Listel is thinking Whitehorse may be better in the packages, because travellers can get here on a direct flight. To go to Yellowknife from Vancouver, a change-over is required.

"They think Whitehorse could be much more convenient for them. They would like to come up for a look," Perry said.

Perry, who is a sales manager for the Westmark Whitehorse, said the head of Listel's Vancouver office will be one of the people coming here to look at what the Yukon has to offer.

Perry said the territory could offer winter vacation packages which include much more than just northern lights. The Yukon could offer snowshoeing, dog mushing, ice fishing, cross-country skiing and trips to hot springs.

He thinks Japanese tourists would get a kick out of swimming in a hot springs in -35 C weather.

"I think here, especially, in Whitehorse, I don't think (we) have to concentrate on the northern lights," Perry said.

Many Japanese tourists currently visit Alaska, the Northwest Territories, and places in Alberta like Banff, during both winter and summer, Perry said.

"(On those trips) they're all looking for something the Yukon has to offer," he said. Perry thinks if the territory can properly package some trips, it can get some of that business.

Besides winter tourism, Perry said, there is a potential for summer Japanese tourists. He said this could include packaged tours that might involve a trip on the White Pass and Yukon Route railway, a jaunt up to Dawson City, and golfing at Whitehorse's two courses.

"They're amazed by being able to tee off at 8 p.m. and being able to play 18 holes," Perry said of the Japanese' interest in golfing during a Yukon summer.

Perry said the hope is for the Yukon to start with developing Japanese interest in winter tourism and spreading it out to the entire year, including the spring and fall.

As for when Japanese winter tourists could start landing in the Yukon, Harding said: "There's the possibility of some action this winter, but we don't want to rush it."

But Harding thinks in three to five years, the Yukon we'll see its hotels full during the winter.

whitehorse Star Sept 29/99

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continued

relationship, as Mr. Greensides is undertaking a Tribute to the Forest project at Grouse Mountain. These two projects are proving to be effective methods for increasing cultural exchange.

- Listel Canada actively promotes Canadian merchandise in Japan by exporting goods such as mini totem poles, handbags and timber.
- Listel Japan will be actively involved in the Beautiful Fukushima Future Expo in 2001. Along with China, New Zealand and Japan, Canada will be the one of the participating countries in this international Expo. Listel Canada will work closely with Tourism British Columbia and the tourism bureaus from other Canadian provinces and territories on this event.

Listel Japan's business is closely tied with Canada, particularly British Columbia. Listel Group is firmly committed to encouraging stronger economic and cultural ties between Japan and Canada.

The Whitehorse STAR, *Friday, December 3, 1999*

Territory boasts attractions for Japanese, expert says

By JASON SMALL
Star Reporter

The Aurora Borealis could be the guiding light for the Yukon to add Japanese tourists to the list of visitors to the territory.

John Johnston, a director of the Listel Group, was in the Yukon last week for the territorial government's Tourism Summit. The Japanese company, for which Johnston works out of Vancouver, wants to bring tourists here in the winter to see the Northern Lights.

"Our interest in the Yukon is based upon the fact that we became involved in taking Japanese customers to Yellowknife last year for Northern Lights viewing," he said in an interview.

"And I suggested to our management team that there might be a better opportunity for us to take that customer base into the Yukon as opposed to Yellowknife. Or, alternatively, to participate in both markets."

Johnston said the group is already planning tours here in January for Japanese travel agents and company executives to see what the Yukon has to offer.

Johnston himself has been up here a few times, including this past summer, on vacation for hiking and fishing.

Another director of the Listel Group was on the Team Canada trade mission to Japan in September, along with representatives of the Yukon government. That is when Listel became interested in the Yukon.

Listel owns hotels in Japan, Vancouver and Whistler, B.C. As well, it owns a ski-area in northern Japan.

At last week's Tourism Summit, Johnston spoke to the gathered tour operators and tourism businesses about preparing the Yukon for the Japanese market.

A past concern Yukoners have had about bringing Japanese tourists to the territory is the suggestion the Yukon's hotels and restaurants aren't up to the high standards the Japanese expect. But Johnston said that's not true.

"You do have the facilities to accommodate Japanese customers," he said.

He said the main issue is the Yukon tourism industry has to understand Japanese culture and what the tourists expect.

"I think that the key for Yukoners in the tourism trade is to gain as much knowledge and as much understanding of what these cultures are about and how to service the customers that come from these cultures," he said.

"The Japanese customer is a hard customer to please. They have high expectations."

According to Johnston, there are four things Japanese customers expect: cleanliness; comfort; convenience — meaning an ordered schedule where they find everything convenient because it's organized; and, most importantly, service.

Johnston said quality service is extremely important in the Japanese culture.

"They have the attitude that the customer isn't king, the customer is higher than king. For them, they actually have a phrase that actually refers to the customer as a god with a small g."

For example, Johnston said very few Japanese know how to pump their own gas because almost all service stations are full-service. The stations have a number of people who serve the entire vehicle when a customer comes in.

Johnston said the Japanese pay a lot for their gasoline but that's because, in part, they're paying for the service. He said the Japanese employ a lot of people in service jobs, which creates an expectation of high levels of service from Japanese customers.

Johnston said it's important for the Yukon tourism industry to realize the importance of quality service in the Japanese culture for when these tourists come.

"It's appropriate to be able to create the right image in the minds of the Japanese customers so that you can attract them to the Yukon," he said.

Besides winter tourism, Johnston said Listel is also looking at the Yukon for English as a Second Language (ESL) students.

In Vancouver, there are 2,500 young Japanese people on one-year permits to learn English and have fun. He said these people visit Banff, Yellowknife and Whistler in their spare time.

Johnston said 20 educators from Japan will visit here this winter on a tour to check out the Yukon College's potential for ESL students.

Besides bringing Japanese to the Yukon, Johnston said he wants to take the Yukon to Japan.

Over the past few summers, Listel has held a Canada Festival at its ski area in northern Japan. There were more than 80,000 people at last year's festival.

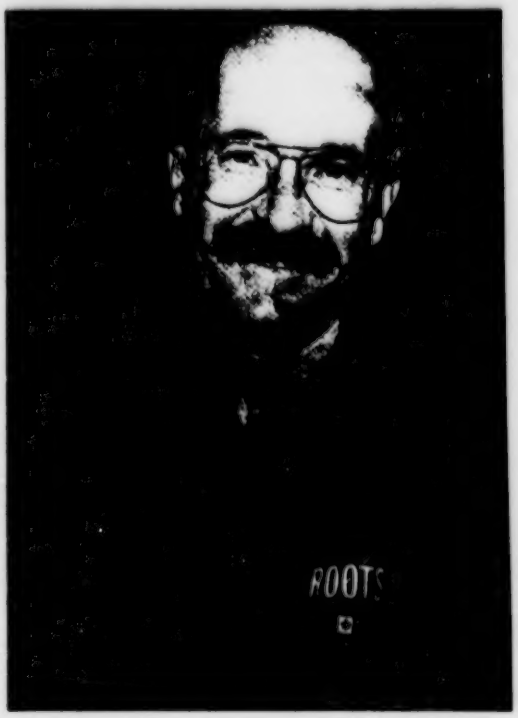
Johnston said the event included maple syrup and other Canadian products.

"I've given a recommendation to our management team that they consider refocusing the emphasis of that Canada festival next summer to be Yukon, Canada."

Johnston said the festival could include huskies. It would feature Yukon products as a premium brand, such as smoked Yukon fish and beer.

"The Japanese are very interested in high-quality products. So, Yukon beer or Yukon water with its image of pureness — these are icons that appeal to the Japanese consumer."

Johnston has already spoken to the Yukon Brewing company about the possibility of participating in next year's festival.



Star photo by VINCE FEDORUFF

THE PROMISE IS THERE - John Johnston says a potential Yukon-oriented festival in Japan next summer could include huskies, smoked Yukon fish and Yukon-brewed beer.

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Internet sites of interest

CANADA

Yukon Economic Development
http://www.economicdevelopment.gov.yk.ca

Program for Export Market Development (Team Canada)
http://www.infoexport.gc.ca

Canada's Business Information Site
http://strategis.ic.gc.ca

Department of Foreign Affairs and International Trade (DFAIT)
http://www.dfait-maeci.gc.ca

APEC

Asia-Pacific Economic Cooperation (APEC)
http://www.apecsec.org.sg

JAPAN

Canada's offices in Japan - Ni-Ka Online
http://www.dfait-maeci.gc.ca/ni-ka

Canada-Japan Trade Council
http://infoweb.magi.com/~cjtc/main.htm

The Canadian Chamber of Commerce in Japan
http://www.cccj.or.jp

The Directory of Canadian Business in Japan
http://www.dcbj.com

Nihongo Yellow Pages
http://www.nyp.com/HTML/directory.html
(starting point for anyone interested in accessing the Japanese market via the Internet)

Japan External Trade Organization
http://www.jetro.go.jp/top/index.html

Japan Export and Trade Consultants
http://www.jetc.com/SMP.html
Japanese business references